

Joshua Hook

Product Designer (UI/UX)

Palm Coast, FL · Remote | josh.hook@proton.me | [LinkedIn](#) | [Portfolio](#)

Professional Summary

Product designer with 12+ years of experience designing and shipping enterprise and consumer-facing digital products in regulated environments. Focused on executing clear, usable workflows across complex systems, reducing operational friction and supporting revenue-critical experiences. Comfortable owning UX execution within defined product areas and working closely with product, engineering, and operations to deliver work that holds up in production.

Core Skills

User Experience Design (UX), User Interface Design (UI), Interaction Design & Prototyping, Workflow & Systems Design, Design Systems & UI Standards, Requirements & Experience Definition, Enterprise & Internal Tool Design, Cross-Functional Collaboration, Data-Informed Design Decisions, Subscription & Lifecycle Design

Professional Experience

First American Financial Corporation

Product Management Analyst (Product Designer – UI/UX Focus)

May 2024 – Present · Remote

- Primary designer responsible for UX/UI execution across appraisal platforms, with a focus on the Workbench product and complex, regulated workflows used by appraisers and internal teams.
- Owned design decisions within flexible appraisal workflows that incorporate embedded third-party tools, working with engineering to support clear navigation and predictable handoffs during QA and rollout.
- Designed and shipped UAD 3.6 appraisal workflows spanning appraiser, review, and QA use cases, helping surface requirements gaps early and reduce late-stage rework.
- Implemented targeted CSS updates for the Workbench UI when delivery timelines required rapid alignment between design and production, reducing stakeholder-flagged inconsistencies prior to launch.
- Incorporated user feedback from an internal feedback portal to iterate on designs post-launch and address usability issues across appraisal workflows.

First American Financial Corporation

Associate Business Systems Analyst

February 2023 – May 2024 · Remote

- Owned the end-to-end auto-renewal subscription experience supporting multi-million-dollar recurring revenue, eliminating manual renewal workflows and enabling the account management team to focus on revenue-growth activities.

- Defined the end-to-end renewal user experience and configured WooCommerce subscriptions as the WordPress subject-matter expert, working with engineering to integrate with legacy order-management systems.
- Redesigned webstore information architecture and self-service account features to reduce operational burden and improve the purchasing and renewal experience.

First American Financial Corporation

Software Support Analyst

February 2016 – February 2023 · Hybrid

- Supported customers across desktop, web, and mobile products, developing deep familiarity with real-world user workflows and operational pain points.
- Diagnosed and resolved product issues affecting reliability, billing, and day-to-day usage, serving as a feedback loop between users and internal teams.
- Contributed to early product and UX initiatives by creating page layouts, style concepts, and microcopy for a company website refresh, helping establish foundational patterns later used in production systems.

Freelance Web Designer & Systems Administrator

January 2013 – February 2016 · Contract

- Designed and built WordPress websites for local businesses including restaurants, non-profits, and service organizations.
- Optimized site performance and page load times to improve SEO and usability, focusing on delivering fast experiences on low-cost hosting environments.

Massey Services, Inc.

Pest Technician

July 2007 – January 2013 · On-site

- Managed a residential service route of 400+ customers, owning scheduling, service quality, customer retention, and route efficiency.

United States Army

NBC Specialist (Chemical, Biological, Radiological, and Nuclear)

July 2002 – July 2007

- Served as an NBC Specialist, supporting unit readiness through equipment management, inspections, and training.

Tools & Platforms

Figma, Adobe Creative Suite, Jira, Confluence, WordPress, WooCommerce, Stripe

Education & Certifications

Associate of Science (A.S.), Network Systems Technology - Daytona State College

Google UX Design Certificate